United Nations A/67/6 (Prog. 24)

General Assembly

Distr.: General
13 February 2012

Original: English

Sixty-seventh session
Item 131 of the preliminary list*
Programme planning

Proposed strategic framework for the period 2014-2015

Part two: biennial programme plan

Programme 24
Public information

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Overall orientation

24.1 The Department of Public Information is dedicated to communicating to the world the ideals and work of the United Nations; to interacting and partnering with diverse audiences; and to building support for peace, development and human rights for all. In line with this mission, the Department coordinates informational campaigns on key priority areas, using both new and traditional means of communication. The Department makes every effort to widen the pool of its communications partners and to strengthen its outreach to the public in both developed and developing countries through its network of United Nations information centres. The mandate of the Department is contained in General Assembly resolution 13 (I). The work of the Department is guided by the priorities established by the Assembly and its subsidiary body, the Committee on Information, through the resolutions of the Assembly on questions relating to information, the most recent of which are resolutions 66/81 A and B.

24.2 The Department seeks to promote global awareness and enhanced understanding of the work and issues of the United Nations by providing accurate, impartial, comprehensive, balanced, coherent, timely and relevant information. To that end, using the Millennium Declaration as its guide, the Department will focus on priority themes in support of the three pillars of the Organization's work: development; peace and security; and human rights. Within these three broad priority themes, the Department will seek to underscore the Secretary-General's focus on sustainable development, conflict prevention, building a safer and more secure world, supporting nations in transition and working with, and for, women and young people. In addition, the Department has identified Africa as a regional focus for its communications work. The Department will continue to actively support the Secretary-General's priority on strengthening accountability.

24.3 The Department works closely with substantive departments and offices of the Secretariat and organizations of the United Nations system to deliver effective and targeted information programmes on the identified key areas, including for United Nations conferences and observances. It aims to reach and engage audiences worldwide, including Governments, the media, non-governmental organizations, educational institutions, business and professional organizations and other members of civil society to encourage support for the Organization and its objectives.

24.4 To accomplish its mission, the Department takes the following core approaches in its work: strategic working relationships with the substantive departments and offices of the Secretariat and the organizations of the United Nations system; enhanced use of the latest information and communications technologies in both traditional and new media in order to deliver information directly and instantaneously worldwide; the building of stronger grass-roots support through partnerships with civil society organizations; and the parity of official United Nations languages in the preparation of news and communications products.

24.5 In an effort to strengthen and better support the Department's outreach to Member States, the committee liaison function of the Committee Liaison Unit has been transferred to subprogramme 3, Outreach and knowledge services. The remaining coordination function of the Unit for United Nations system communications continues to be located under subprogramme 1, Strategic communications services.

Subprogramme 1
Strategic communications services

Objective of the Organization: To broaden understanding of and support for the work of the United Nations on priority thematic issues, in particular by providing communications support for key United Nations events and initiatives

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Improved quality of media coverage on the thematic priority issues	(a) Increased percentage of articles that contain United Nations messages on priority themes
(b) Increased reach of the online components of communications campaigns on priority themes	(b) Increased number of members of the general public reached through social media
(c) Improved understanding at the local level of work carried out by the United Nations	(c) (i) Higher percentage of target audiences indicating improved understanding of the United Nations (ii) Increased number of visitors to the subprogramme's websites (iii) Increased number of informational materials and United Nations publications available in local languages

Strategy

24.6 The subprogramme will be implemented by the Strategic Communications Division of the Department, which consists of the Communications Campaigns Service and the Information Centres Service, including the network of United Nations information centres.

24.7 The objective will be accomplished by developing communications guidance and messages that are more sharply focused, through better vertical integration of campaigns and messages between the Department at Headquarters and the network of United Nations information centres in the field and through improved horizontal integration with other Secretariat departments and offices and the respective information components of United Nations agencies, funds and programmes. At the national level, the network of United Nations information centres will continue to closely integrate their work with the strategic and communications priorities of United Nations resident coordinators and country teams, while also benefiting from more thorough, timely and targeted information provided by the subprogramme's offices concerned with development, peace and security and human rights issues. Specially designated information centres will continue to assist other centres in their respective regions in sharing expertise and resources and in developing messages and communications campaigns that are tailored to regional or subregional needs and interests. The United Nations Communications Group will enhance the coordination of communications activities between the Department and the wider United Nations system through the use of inter-agency task forces to harmonize

communications on priority issues. In addition, communications efforts that have a particular national or regional resonance will be strengthened through United Nations communications groups at the country and regional levels.

24.8 In order to enhance public understanding of the objectives and activities of the United Nations, information products will be created in both official and local languages for delivery to target audiences. Strategic media outreach activities, including press conferences and interviews with senior officials, will also be organized. Websites in local languages will continue to be maintained and strengthened by the network of United Nations information centres. Social media platforms will be used at Headquarters and, when appropriate, at the country and regional level to expand the reach of communications campaigns and better inform the general public about United Nations priority issues.

24.9 Operational support and strategic communications advice will continue to be provided to the information components of United Nations peacekeeping missions and special political missions, as appropriate.

Subprogramme 2
News services

Objective of the Organization: To strengthen support for the United Nations through information products and news services

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Increased utilization by media organizations and other users of news, information and related multimedia products about the United Nations	(a) (i) Increased number of users of Internet-based United Nations products (ii) Increased partnerships with radio and television broadcasters and rebroadcasters, by language and by region
(b) Timely access by news organizations and other users to daily meeting-coverage press releases, television packages, photos and other information products	(b) Maintenance of the current percentage of news products meeting deadlines to ensure their relevance to end-users

Strategy

24.10 The subprogramme will be implemented primarily by the News and Media Division, supported by the Office of the Spokesperson for the Secretary-General and by the network of United Nations information centres.

24.11 The objective will be accomplished through the timely production and delivery of accurate, balanced and, where feasible, customized news and information materials (text, video, audio and photo) and services to the media and other consumers by using the newest web-based and mobile distribution platforms. Multilingualism will be a strong focus, with increased production of original news products in both official and non-official languages. Working with the media in developing countries will be a priority of the subprogramme's outreach efforts.

24.12 Evolving information technologies will also enable the subprogramme to continue to improve global access to our products at all times through broadening the range of options available to audiences, subject to local technical considerations. This will also enhance the subprogramme's integrated multimedia services, including social media platforms. Traditional media will be enhanced and integrated with other multimedia services, providing more depth to coverage, including links to background and archived materials and other related content.

24.13 Taking advantage of the opportunities provided by newer technologies for disseminating and receiving information, such as mobile devices, will require innovative partnerships with information providers, broadcasters and other redisseminators. Such collaborations will help to meet the needs of a global audience by offering quality materials that reflect the priorities, including the Millennium Development Goals, identified by Member States to the widest possible range of information outlets. Special programmes will be produced and distributed as required.

Subprogramme 3
Outreach and knowledge services

Objective of the Organization: To enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Broader reach of United Nations information through various media and services and through expanded partnerships with other entities	(a) (i) Increased partnerships with United Nations entities as well as external organizations
	(ii) Increased number of non-governmental organization partners from developing countries and countries in transition
	(iii) Increased number of visitors to the subprogramme's websites
	(iv) Increased number of individual end-user downloads of publications and other outreach products
(b) Enhanced knowledge services and access to information that support the work of staff and delegates	(b) (i) Increase in use of knowledge services provided by the Dag Hammarskjöld Library in support of United Nations priorities
	(ii) Increased internal communications through the use of iSeek and deleGATE

Strategy

24.14 The subprogramme will be implemented by the Outreach Division, which includes the following clusters: Knowledge Solutions and Design; Advocacy and Special Events; Educational Outreach; Publications and Editorial; NGO Relations; Sales and Marketing; Visitors' Services; the Dag Hammarskjöld Library, consisting of Information Processing and Acquisitions and Library Users' Services; and the Committee Liaison Unit. The Division also includes the secretariat of the Publications Board and the Exhibits Committee.

24.15 The Outreach Division will work to enhance understanding of the United Nations both by producing information products, such as publications and exhibits, and by organizing briefings, speaking engagements and special events that highlight United Nations priority issues. The Division will accomplish its objective by working with external partners with their own networks and delivery systems through which they can amplify and extend the reach of the United Nations message. These include non-governmental organizations, educational institutions, cultural organizations, foundations and Governments. In addition, the worldwide power of the media and celebrity advocates is keenly recognized. The Division will therefore continue to employ Messengers of Peace in a targeted, issues-oriented fashion. New partnerships will be sought with the film, television and entertainment industries, with the intention of finding opportunities for expanding the presence and visibility of United Nations themes in contexts and among audiences where they are not usually present.

24.16 To reach a broader segment of the global public, the Division will continue to develop and nurture new constituencies, including institutions of higher education and research through the United Nations Academic Impact initiative. In addition, new initiatives will be developed to engage youth, a key target group for the Department, through education outreach activities, social media and partnerships with model United Nations organizations. A concerted effort will be made to broaden the geographical diversity of the Division's sphere of partners. For example, increased participation of entities from underrepresented regions of the world will be a factor when selecting non-governmental organizations to be associated with the Department.

24.17 The Division will continue the modernization of the Dag Hammarskjöld Library. Full advantage will be taken of new technologies to better meet the needs of staff and delegates in a digital and global environment, with a client-oriented approach. While taking a path that will increasingly enable "virtual" library services, care will also be taken to safeguard the Organization's heritage through the preservation of, and access to, historical documents and records.

24.18 The objective of the subprogramme also entails facilitating access to and the exchange of information in the United Nations. Enhancing internal communications through iSeek and deleGATE will be key in solidifying the concept of a global Secretariat and increasing knowledge-sharing among staff in different departments and duty stations.

Legislative mandates

General Assembly resolutions

13 (I)	Organization of the Secretariat
168 (II)	United Nations Day
423 (V)	Human Rights Day
32/40 B	Question of Palestine (initial request for information support)
36/67	International Year of Peace and International Day of Peace
54/134	International Day for the Elimination of Violence against Women
55/2	United Nations Millennium Declaration
57/7	Final review and appraisal of the United Nations New Agenda for the Development of Africa in the 1990s and support for the New Partnership for Africa's Development
57/129	International Day of United Nations Peacekeepers
60/1	2005 World Summit Outcome
60/7	Holocaust remembrance (establishment of outreach programme)
60/225	Assistance to survivors of the 1994 genocide in Rwanda, particularly orphans, widows and victims of sexual violence (establishment of outreach programme)
62/122	Permanent memorial to and remembrance of the victims of slavery and the transatlantic slave trade (establishment of outreach programme)
64/13	Nelson Mandela International Day
65/81	United Nations Disarmament Information Programme
66/81 A	Questions relating to information: information in the service of humanity
66/81 B	Questions relating to information: United Nations public information policies and activities
66/90	Dissemination of information on decolonization
66/116	Follow-up to the Declaration and Programme of Action on a Culture of Peace
66/132	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
66/144	Global efforts for the total elimination of racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action